

- b. Provide a listing of Expenses: (salaries and benefits, pledge processing/distribution, campaign materials, web site/internet, awards/recognition, marketing, training, travel and campaign implementation (to include itemized administrative costs, interests, and campaign expenditures as a percentage of proposed revenue). Indicate if financial reserves will be utilized or a commercial loan will be undertaken to finance the campaign.
12. **Recognition/Awards Program:** Describe full scope of unit and individual awards tied to performance goals within each command, to include an awards presentation schedule.
13. **Materials Management:** Describe specific plans and timelines for publishing, printing and shipping all CFC materials, to include dates for LFCC review/approval of materials. Separately specify all administrative materials and all promotional materials/supplies to be developed.
14. **Travel Schedule:** Describe purpose, officials to be visited, who, what, where, and when.
15. **Training Plan:** Describe scope, approach, and method(s) of training.
16. **Training Schedule:** Describe who, where, and when (timelines).
17. **Comprehensive and Detailed Calendar of Events:** Describe all activities across the campaign cycle.